SmartBots®

Helping organizations excel in Service Delivery through Gen AI

Customer Experiences

SmartBots®

Unhappy customers cost businesses **$537 trillion* each year!**

DID YOU KNOW?

Challenges in Customer Service

SmartBots®

Service Delivery excellence is a huge challenge for Enterprises

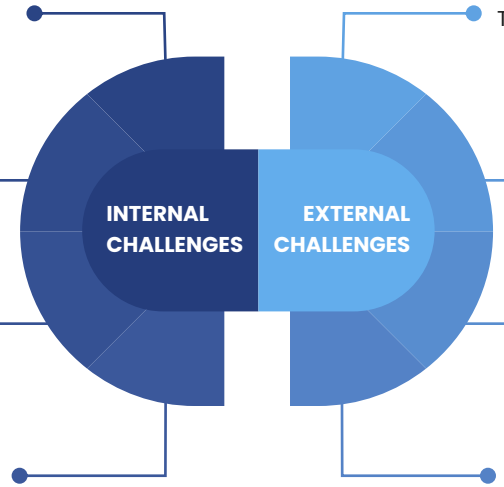
Support Center Challenges

REPETITIVE QUERIES
Service Reps are stretched and fatigued answering repetitive queries.

CONSISTENCY
Monitoring and ensuring consistency across reps is a challenge.

TRAINING
Training new workforce and staying up to date on new business processes.

ESCALATION
Continuous increase in wages and overhead.



Changing Customer Expectations

24/7 AVAILABILITY
The support center is expected to be available at the customer's call anytime.

ACCESS ACROSS MULTIPLE CHANNELS
Expected to be at all the places the customer wants to get in touch.

TEXTING OVER VOICE AND MULTIMODALITY
Influence a users' perception of coaching chatbot's usability, performance and risk.

INSTANT AND PERSONALIZED RESPONSE
The support center is expected to provide instant and personalized solutions every time.

Min 2 mins **Max 85 mins**

Average waiting time for a CS call is 12 mins*

MS research

Average churn rate in Telecom* in US is 20-31%*

paddle.com

Average cost of CS personnel per hr. in US is $30-40*

idiomatic

“ We're on the brink of an AI revolution, and chatbots are just the beginning of what's possible.”

Sundar Pichai

Your Enterprise AI Agent

SmartBots®

A centralized repository of organizations processes and knowledgebases

AI Agent

Fine tuned to Brand and Policy guidelines, integrated with Enterprise Systems

SUPPORT CENTRE

- Reduced Training Overhead
- Faster Changes to Support Process
- Reduced Costs

CUSTOMER

- No Wait Times
- 24 X 7 Support
- Personalized Assistance

SmartBots AI is a **system of record** for organization's SOP's, FAQ's, documents, automation workflows to help enterprises excel in **Service Delivery**

Why AI agents in Customer Support?

SmartBots®

24/7 Availability and Scalability: AI agents can provide instant support anytime, anywhere. This is particularly beneficial for businesses operating globally or wanting to offer extended support hours. They can handle a high volume of inquiries simultaneously, reducing wait times and improving customer satisfaction.

Reduced training overhead: Ai Agents act as a centralized information hub, allowing agents to access the most up-to-date information quickly and easily. This eliminates the need for agents to spend time searching for information or relying on potentially outdated resources. Also, due to AI agents, faster changes to processes can be implemented easily.

Personalized responses: AI agents connect with CRM to understand customer journey and behavior. This allows them to tailor their response in a personalized manner. Advanced systems can converse with customers showing corresponding empathy and thereby enhancing the customer experience.

Faster Response Times: For frequently asked questions or basic troubleshooting steps, AI agents can provide quick and consistent answers, following defined scripts and knowledge bases. This can significantly improve response times compared to traditional methods relying solely on human agents.

Cost-Effectiveness: Compared to human agents requiring salary, training, and breaks, AI agents offer a more cost-effective solution. They can manage a high volume of inquiries without additional staffing needs, leading to significant cost savings in the long run.

Improved Efficiency: AI agents can automate repetitive tasks such as answering FAQs, collecting basic customer information, or directing users to relevant resources. This frees up human agents to focus on more complex issues requiring critical thinking and problem-solving skills, improving overall support efficiency.

Data Collection and Analysis: AI agents can collect valuable data from customer interactions, including frequently asked questions, areas of confusion, and sentiment analysis. This data can be used to improve the AI agent's knowledge base, identify areas for improvement in customer support processes, and personalize future interactions

Economic Impact of AI in CS in close to **USD 400 billion**[1]

40% functional spend in CS to be impacted by AI[1]

53% CxOs believe AI agents will disrupt Customer Support[2]

46% CxOs believe competitors are using AI agents[2]

57% CxOs believe efficiencies and ROI will be improved through AI Agents[2]

[1]-Mckinsey Research
[2]-Accenture Survey

About us...

SmartBots AI: Who we are ....

Proven track record of technical expertise & delivery

6 Years of research in Dialogue and Conversation management technology

AWS Conversational AI Competency Partner

The AWS Competency Program identifies and validates partners with demonstrated technical expertise.

AI Team

- ~ 40-member technical and delivery team with AI experience
- 50-member strong organization

Backed by a Strategic Investor

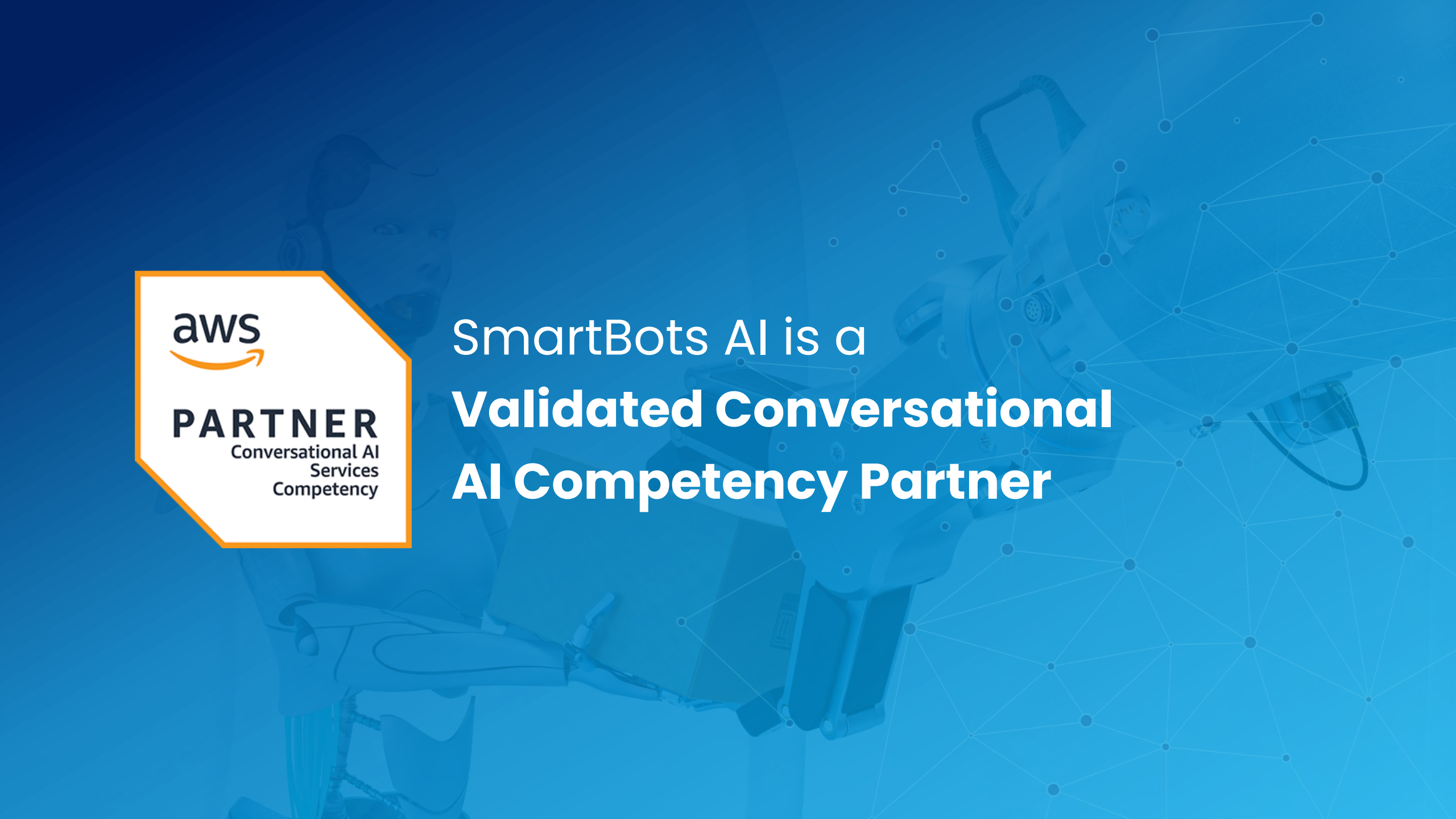
Incubated and supported by a ~500+ people strong, IT Services company with deep experience delivering enterprise IT services and solutions to US customers

Close to Customer and Talent

- Dallas TX - HQ
- SFO, NYC - Sales and Customer Engagement
- Hyderabad India - Development Center

Proven Solutions Delivered to Customers

Abbott AWS ideatek InteGrace



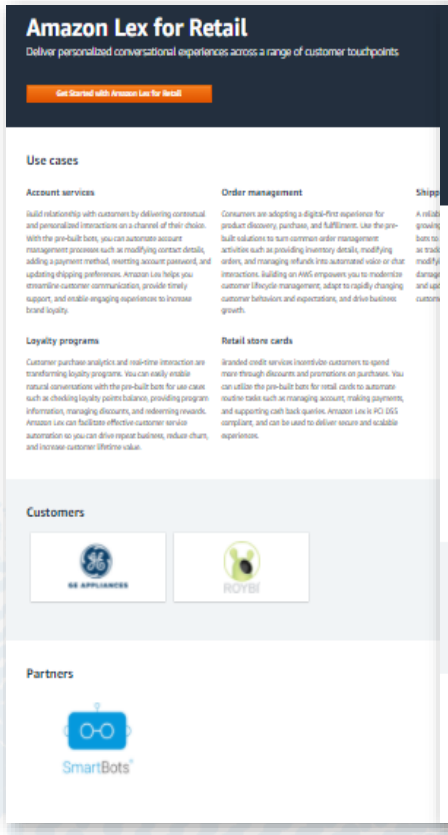
SmartBots AI is a

Validated Conversational AI Competency Partner

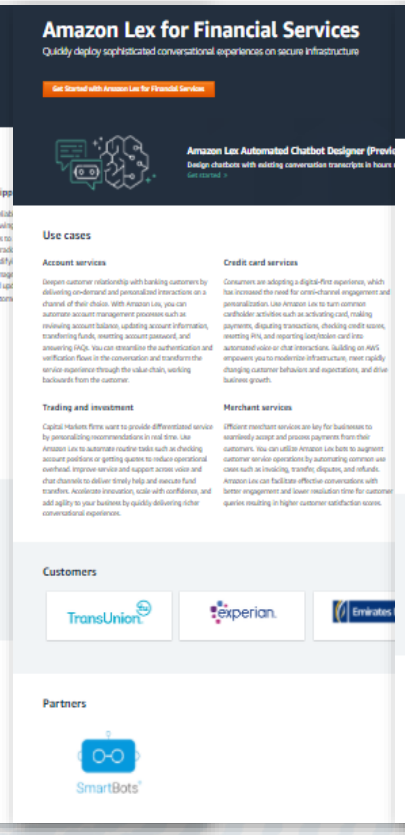
Multiple Use cases for Amazon Lex

SmartBots®

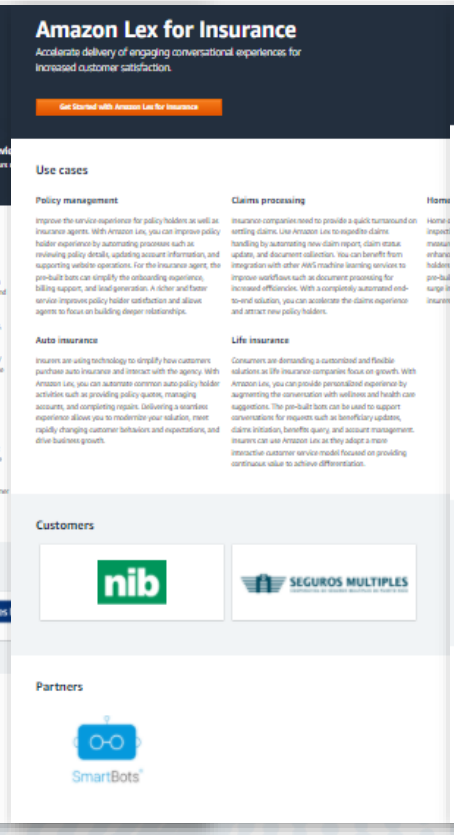
RETAIL



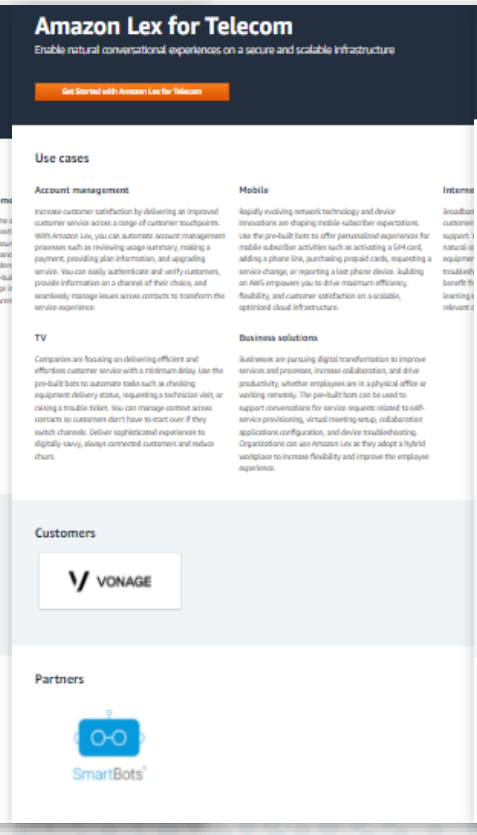
FINANCIAL



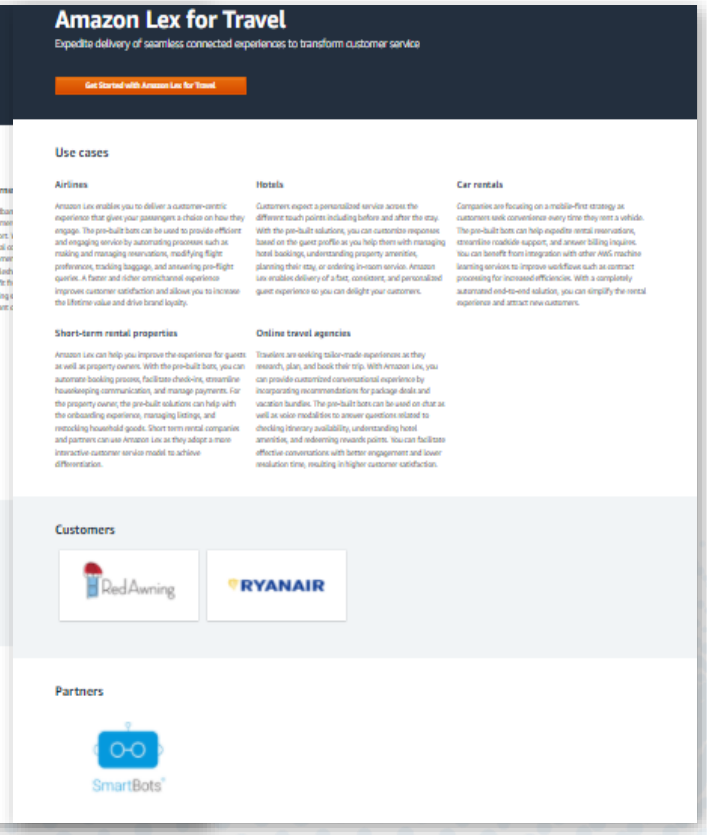
INSURANCE



TELECOM



TRAVEL



Co-authored blogs

AWS Machine Learning Blog

Build conversational experiences for auto insurance using Amazon Lex

by Sandeep Srinivasan and Harish Lanka | on 29 OCT 2021 | in Amazon Lex, Artificial Intelligence | Permalink | Comments | Share

Auto insurance companies are focusing on digital innovations to meet customer needs. Digital-first engagements provide tailored coverage, transparent information, and seamless experiences. The shift to virtual channels for customer service that occurred during the pandemic is unlikely to revert to traditional channels for many customers. The change in consumer behavior continues to accelerate due to a growing population of tech-savvy customers who want to interact with businesses online. Throughout the lifecycle, customers expect a quick turnaround as they evaluate policy options (pre-purchase), make a premium payment (purchase), or report a claim (post-purchase). A faster and personalized service improves policy holder satisfaction and allows insurance agents to focus on building deeper relationships.

In this post, we review how you can use a pre-built solution with Amazon Lex to enable rich, customized interactions so insurers can provide faster handling of payments processing, claims reports, policy updates, and policy quotes.

Solution overview

Amazon Lex provides the advanced deep learning functionalities of automatic speech recognition (ASR) for converting speech to text, and natural language understanding (NLU) to recognize the intent of the text, to enable you to build applications with highly engaging user experiences and lifelike conversational interactions. Amazon Lex for Insurance offers pre-built solutions so you can enable more conversational experiences, faster. The pre-built bots are configured with intents, sample utterances, and slot types for credit card use cases and are integrated with Amazon Connect contact flows.

About the Author

Sandeep Srinivasan is a Product Manager on the Amazon Lex team. As a keen observer of human behavior, he is passionate about customer experience. He spends his waking hours at the intersection of people, technology, and the future.

Harish Lanka is a Conversational AI Specialist on the Smartbots.ai team. He spends his time talking to businesses, understanding their pain points and designing solutions using conversational AI. When he is not at his desk, he is either trading stocks, watching football or reading about spirituality.

AWS Machine Learning Blog

Automate the customer service experience for flight reservations using Amazon Lex

by Jaya Prakash Kommu and Sandeep Srinivasan | on 29 OCT 2021 | in Amazon Lex, Artificial Intelligence | Permalink | Comments | Share

As air travel starts to pick up in many parts of the world, digitization continues to transform the aviation industry. Airlines are working to reduce the number of touchpoints at the airport. Best practices have been implemented to minimize the number of physical interactions between employees and travelers. As a result, customer service is undergoing an accelerated transformation as airlines strive to provide a smooth and seamless experience. Customers contact airline customer service for several reasons, such as making a reservation, querying flight status, tracking baggage, or managing frequent flyer membership. Airlines want to deliver a customer-centric experience that gives passengers a choice on how they engage to ensure high customer satisfaction.

In this post, we review how you can use the pre-built solutions in Amazon Lex to automate the airline customer service experience for flight reservations and deliver a faster, more connected, omnichannel experience.

Solution overview

Amazon Lex provides the advanced deep learning functionalities of automatic speech recognition (ASR) for converting speech to text, and natural language understanding (NLU) to recognize the intent of the text. This enables you to build applications with highly engaging user experiences and lifelike conversational interactions. Amazon Lex for Travel offers pre-built solutions so you can quickly enable conversational experiences for airline customers and increase customer satisfaction. The pre-built bots are configured with intents, sample utterances, and slot types for airline services use cases, and are integrated with Amazon Connect contact flows.

About the Authors

Jaya Prakash Kommu is a Technology Lead on the Smartbots.ai team. He manages a passionate team of AI engineers building next generation conversational AI interfaces. When not architecting bots, JP enjoys playing football.

Sandeep Srinivasan is a Product Manager on the Amazon Lex team. As a keen observer of human behavior, he is passionate about customer experience. He spends his waking hours at the intersection of people, technology, and the future.

AWS Machine Learning Blog

Build conversational experiences for retail order management using Amazon Lex

by Jaya Prakash Kommu and Sandeep Srinivasan | on 29 OCT 2021 | in Amazon Lex, Artificial Intelligence | Permalink | Comments | Share

Retailers want to stay engaged with their customers as they move seamlessly between digital channels and physical storefronts. By delivering personalized and consistent experiences across a range of retail touchpoints, companies can drive brand loyalty. Customers contact retailers' customer support for reasons such as checking order status, updating shipping preferences, redeeming loyalty points, managing refunds, and finding a physical store. Product recommendations during these interactions are important towards optimizing operations and increasing conversions. Contextual and customized conversations help build relationships with customers and drive repeat business, reduce churn, and increase customer lifetime value.

In this post, we review how you can use a pre-built solution with Amazon Lex to deliver rich customer service experiences for order management, such as getting order status, tracking a package, and canceling or modifying an order.

Solution overview

Amazon Lex provides the advanced deep learning functionalities of automatic speech recognition (ASR) for converting speech to text, and natural language understanding (NLU) to recognize the intent of the text, to enable you to build applications with highly engaging user experiences and lifelike conversational interactions. Amazon Lex for retail offers pre-built solutions that help you enhance brand loyalty on an omnichannel customer journey. The pre-built bots are configured with intents, sample utterances, and slot types for retail order management use cases and are integrated with Amazon Connect contact flows.

AWS Machine Learning Blog

Deliver natural and efficient customer service experiences to mobile subscribers with Amazon Lex

by Jaya Prakash Kommu and Sandeep Srinivasan | on 29 OCT 2021 | in Amazon Lex, Artificial Intelligence | Permalink | Comments | Share

Mobile service providers manage a high volume of customer service calls daily. Rapidly evolving network technology and device innovations are shaping customer expectations. Delighting callers with a quick interaction is core to a successful customer experience strategy. Mobile subscribers contact customer support for several reasons such as requesting a new SIM card, changing a plan, checking payment due, canceling service, requesting a new connection, or activating a phone. To meet these subscriber needs, providers have to scale customer service across multiple channels while improving the efficiency and quality of communication through automation.

In this post, we review how you can use the pre-built solutions in with Amazon Lex to automate the customer interaction for activating a SIM, making a payment, and reporting a lost or stolen device, so you can deliver a natural and efficient customer experience.

Solution overview

Amazon Lex provides the advanced deep learning functionalities of automatic speech recognition (ASR) for converting speech to text, and natural language understanding (NLU) to recognize the intent of the text, to enable you to build applications with highly engaging user experiences and lifelike conversational interactions. Amazon Lex for telecom offers pre-built solutions so you can deliver natural conversational experiences, while optimizing service delivery models and making new communication and media technology accessible to customers. The pre-built bots are configured with intents, sample utterances, and slot types for mobile services use cases and are integrated with Amazon Connect contact flows.

What Drives Us?

OUR MISSION

Our mission is to provide tools that fundamentally transform human interactions with enterprises by combining advanced AI technologies with enterprise specific technologies.

What is so smart about our offerings...

Eliminating the “middle-men”, we generate conversations directly between your customer or employee and your brand. Ensuring personalized and seamless conversations every time the target audience engages with the enterprise.

Our solutions simplify Service Delivery

SmartBots®

CUSTOMER EXPERIENCE

Humanize and expedite customer interactions with your brand

- **Documents and FAQ**
- **Enterprise systems**

Omni Channel

EMPLOYEE EXPERIENCE

Enrich and elevate employee experience

- **IT Helpdesk**
- **HR & Compliance**
- **Supply Chain & BI**
- **Sales Assistant AI**
- **Operations**
- **Field Service**

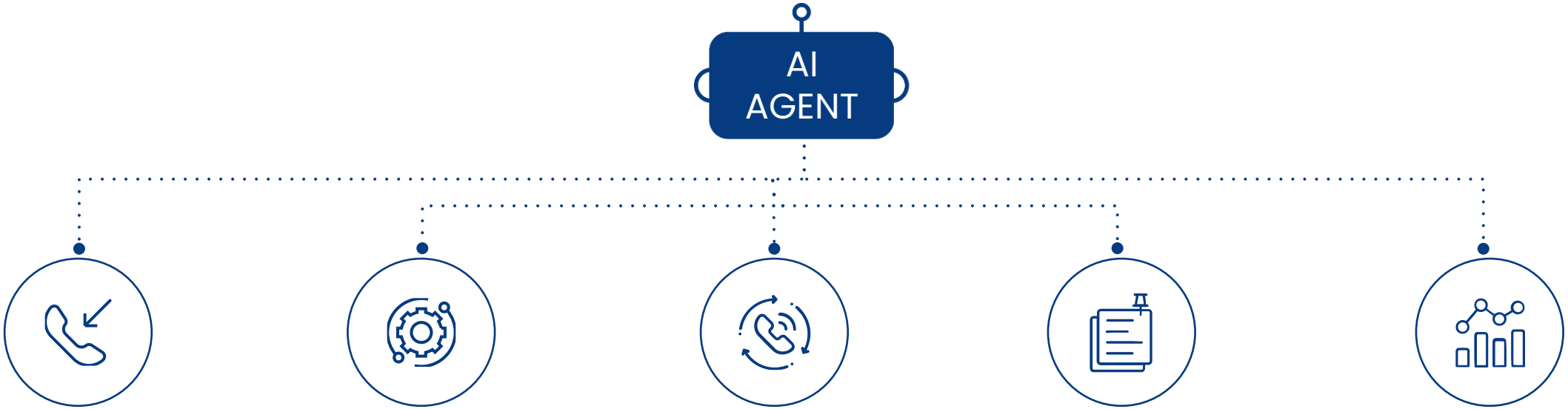
Full Containment

Partial Containment

Triage

What do have on offer...

The smart difference efficiently addressing key Customer pain points



RECEIVE CALL
Accept, Greet, request capture, Classification

AUTO RESOLVE
Resolve configured processes instantly without human intervention

CALL ROUTING
Transfer to the right Live Agent based on customer inquiries.

POST CALL ACTION
Automatic Ticket creation with Call summary, Email Notification Post-call.

INSIGHTS
Track CSAT,NPS, First Call Resolution Rate, AHT, most active times, customer interests and more

24/7 AVAILABILITY

PERSONALISED AND INSTANT RESOLUTION

SEAMLESS INTEGRATION

REDUCED HUMAN ERRORS

DATA DRIVEN DECISIONS

AI Agent in Action

SMART AGENT

- Advanced NLU
- Enterprise Context
- Customer Context
- Intuitive Adaptability

ACTIONS

ENTERPRISE KNOWLEDGE SOURCES:

SAP

Zendesk

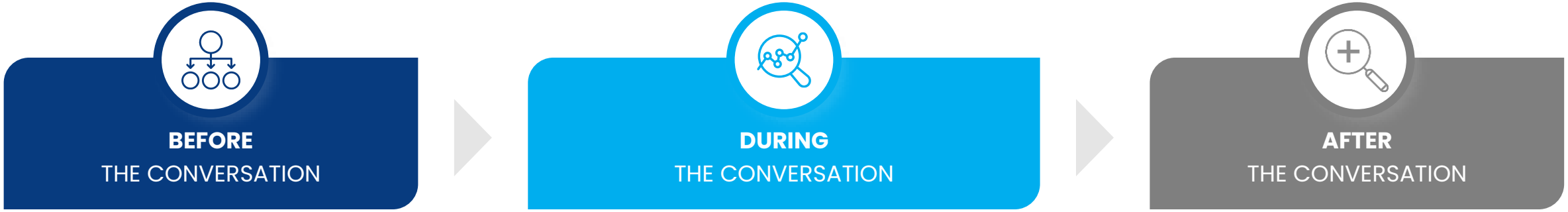
salesforce

servicenow

+

MANY MORE ...

An illustration of how easy the consumer journey is with SmartBots AI...



Segment and Classify

1. Treat each customer cluster uniquely on factors such as demographics
2. Select the right approach, persona, and parameters for each segment

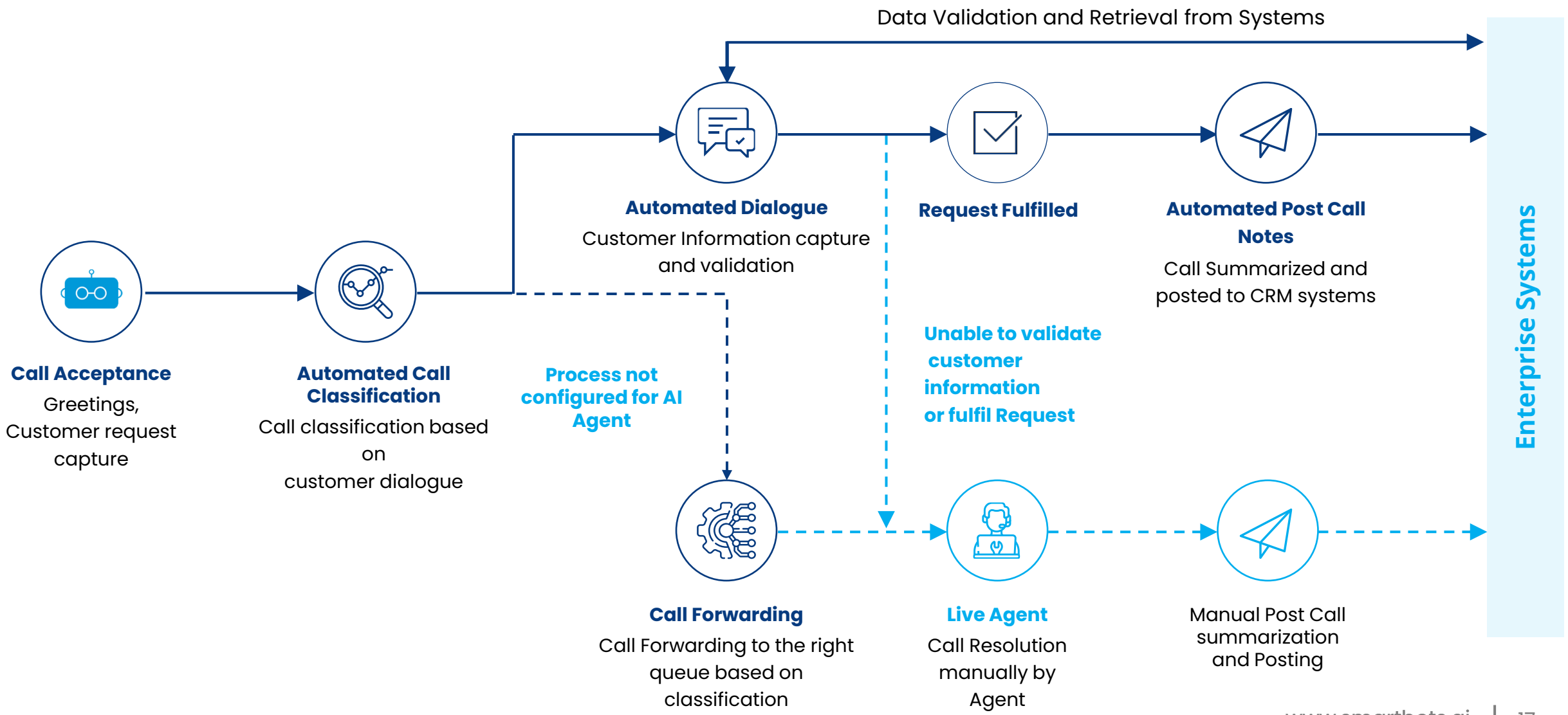
Listen and Analyze

3. Apply active analysis to interpret intent, sentiment and behavior
4. Respond and Negotiate: Adapt approach and persona in real-time based on insights generated from the conversation & analytical models

Report, Learn and Improve

5. Create a recursive loop for self-improvement. Provide insights for supervised learning.

Customer Journey with SmartBots AI



Key Enterprise Features

Key Enterprise Features

MULTI-TURN CONVERSATIONS

Ability to handle complex conversations

- Conversation like a human with multi-turn capabilities
- Contextual and Guided Conversations
- Configurable Fallback and Feedback mechanisms

RICH DATA PRESENTATION

Engaging conversational experience with images, videos, menu cards and more

- Rich Messaging
- Cards, Carousel, Lists, Forms etc.
- Images, Videos, Links and Files

LIVE AGENT TRANSFER

Transfer to a live agent for queries that need special attention

- Seamless transfer to live agent
- Context and full conversation transfer
- Transfer back for feedback and further conversation

LANGUAGE SUPPORT

English and major languages as supported by 3rd-party NLUs

- Build and train once for multi-language support

And we seamlessly integrate with the outside...

SmartBots®

ENTERPRISE CONNECT

Integration with enterprise backend systems like CRM, ERP, ticketing, database, EMR, & more.

servicenow
SAP CRM
ORACLE NETSUITE
zendesk
salesforce

IVR CONNECT

Integrate with existing or new contact center technologies and deploy IVR VAs.

AVAYA
Five9
Amazon Connect
GENESYS
talkdesk

OMNICHANNEL SUPPORT

Deliver a consistent experience across channels with custom UI and messaging per channel

SECURE AND COMPLIANT

Highly secure and compliant to meet strict and latest security standards and policy guidelines

ISO 27001 CERTIFICATION INTERCERT
PCI DSS COMPLIANT
AICPA SOC
SOC 2 TYPE II CERTIFIED

How can you start?

SmartBots®

WEEKS (X-X)	WEEKS (X-X)	WEEKS (X-X)	WEEKS (X-X)	WEEKS (X-X)
DISCOVERY		**ACTION**		**VALUE**
Define Objectives and Target Audience	**Design**	**Development**	**Testing**	**Deployment**
• Understanding of business landscape • Analyze needs • Who will use it?	• Digital diagnosis • Understanding of inhouse resources and tools • Data availability	• Infrastructure • Proof of concept • Test • Iteration	• Requirement Analysis • Test planning • Execution • Documentation	• Deployment • Launch • Analyze and feedback • Optimization

SmartBots AI Agent Impact

SmartBots®

Impact on Support Center KPI's

Up to 80% **1st Call Resolution Rate**	**Up to 40%** **Cost Reduction per average call**	**Up to 60%** **Call deflection reducing inbound calls to Support Center**
Up to 2 min **Reduction in average handling time**	**Up to 40%** **Reduction in misrouted calls**	**Up to 30%** **Improvement in agent's efficiency**

Ensuring personalized and seamless conversations every time the customer engages with the enterprise.

ROI with SmartBots AI

SmartBots®

Illustrative Example of Proven ROI

Objective	Without SmartBots	With SmartBots	Business Value
Reduce Average Handling Time (AHT)	6 Minutes	**Automated**	**90%** Expense Reduction per customer contact
Reduce Average Speed of Answer (ASA)	120 Seconds	**0 Seconds**	**XX FTE** Capacity savings annualized
Convert 40% of inbound call volume to automated agent / chatbot	0%	**Automated**	**$$$** Projected annual savings
Increase Satisfaction (NPS)	7	**10**	**40%** Increase in NPS

Reduction in Indirect costs, reduced human errors and flexibility to rapidly change support processes help organizations save costs and increase sales.

This is where playing smart helps!

Presenting

SmartBots AI

we simplify life!